

ORDER



Orders
Order / Rev: 1604313
Alt Order #: 08426500
Product Desc: RAND PAUL FOR SENATE
Estimate: 4942
Flight Dates: 10/25/16 - 11/01/16
Original Date / Rev: 10/24/16 / 10/24/16
Order Type: Political

WAVE-TV
Primary AE: Mick Nesci
Sales Office: H-DC
Sales Region: National

Agency
Name: Strategic Media Placement (B)
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Paul, Rand/United States Senate
Demographic: A35+
Product Codes: PL820
Priority: P 4
Revenue Codes: Agency, Political, Pol-Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	24	\$5,915.00	\$5,027.75
10/31/16	11/01/16	9	\$2,200.00	\$1,870.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	24	\$5,915.00	\$5,027.75	0.00
November 2016	9	\$2,200.00	\$1,870.00	0.00
Totals	33	\$8,115.00	\$6,897.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mick Nesci			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WAVE-TV	15%	\$8,115.00
Market	100%	\$54,100.00

Competitive Share

Competitive Share	Share	Total
GAVE	0%	\$0.00
WBKI	0%	\$0.00
WBNA	0%	\$0.00
WDRB	30%	\$16,230.00
WFTE	0%	\$0.00
WHAS	16%	\$8,656.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	39%	\$21,099.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVE	10/28/16	10/28/16	WAVE 3 Midday News 11a-12p	Comm	11a-12p	----1--	:30	1	\$125.00	P 4	0.00	NM	1	\$125.00
WAVE 3 Midday News 11a-12p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	----1--					1	\$125.00		0.00			
E 2	WAVE	10/28/16	10/28/16	WAVE 3 News 530-6pm	Comm	530-6pm	----1--	:30	1	\$340.00	P 4	0.00	NM	1	\$340.00
WAVE 3 News 530-6pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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E 2	WAVE	10/28/16	10/28/16	WAVE 3 News 530-6pmComm WAVE 3 News 530-6pm		530-6pm	----1--	:30	1	\$340.00	P 4	0.00	NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	----1--					1	\$340.00		0.00			
E 3	WAVE	10/28/16	10/28/16	WAVE Sunrise III 6-7amComm WAVE Sunrsie III 6-7am		6-7am	----1--	:30	1	\$320.00	P 4	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	----1--					1	\$320.00		0.00			
E 5	WAVE	10/28/16	10/28/16	NET NBC Today Show Comm NET NBC Today Show		7-9am	----1--	:30	1	\$320.00	P 4	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	----1--					1	\$320.00		0.00			
E 7	WAVE	10/31/16	10/31/16	NET Days of Our Lives Comm Days of Our Lives		1-2P	1-----	:30	1	\$260.00	P 4	0.00	NM	1	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----					1	\$260.00		0.00			
E 8	WAVE	10/31/16	10/31/16	WAVE 3 Midday News 11a-12pComm WAVE 3 Midday11a-12p		11a-12p	1-----	:30	1	\$125.00	P 4	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----					1	\$125.00		0.00			
E 9	WAVE	10/31/16	10/31/16	LOC Late News Mon-SaComm LOC Late News Mon-Sat		11-1135pm	1-----	:30	1	\$225.00	P 7	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----					1	\$225.00		0.00			
E 11	WAVE	10/31/16	10/31/16	WAVE 3 @ 7 PM Comm WAVE 3 @ 7 PM		M-F 6:58-7:27 PM	1-----	:30	1	\$390.00	P 4	0.00	NM	1	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----					1	\$390.00		0.00			
E 12	WAVE	10/31/16	10/31/16	NET NBC Today Show Comm NET NBC Today Show		7-9am	1-----	:30	1	\$320.00	P 4	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----					1	\$320.00		0.00			
E 14	WAVE	10/31/16	10/31/16	NBC Today Show II 9-10aComm NBC Today Show II 9-10AM		9-10am	1-----	:30	1	\$115.00	P 4	0.00	NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----					1	\$115.00		0.00			
E 15	WAVE	10/29/16	10/29/16	WAVE Saturday SunriseComm WAVE Saturday Sunrise 5am		5-6am	-----1-	:30	1	\$25.00	P 4	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1-					1	\$25.00		0.00			
E 16	WAVE	10/29/16	10/29/16	WAVE 3 News at 7PM SComm WAVE 3 News at 7PM Sat.		7-730pm	-----1-	:30	1	\$275.00	P 4	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1-					1	\$275.00		0.00			
E 18	WAVE	10/29/16	10/29/16	NET NBC Sat Today ShComm NBC Saturday Today Show		7-9am	-----1-	:30	1	\$195.00	P 4	0.00	NM	1	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1-					1	\$195.00		0.00			
E 19	WAVE	10/30/16	10/30/16	WAVE 3 News 6pm-SurComm WAVE 3 News 6pm-Sun		6-630pm	-----1	:30	1	\$275.00	P 4	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1					1	\$275.00		0.00			
E 20	WAVE	10/30/16	10/30/16	WAVE Sunday Sunrise Comm WAVE Sunday Sunrise 9a		9-10am	-----1	:30	1	\$50.00	P 7	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1					1	\$50.00		0.00			
E 21	WAVE	10/27/16	10/27/16	LOC Late News Mon-SaComm LOC Late News Mon-Sat		11-1135pm	---1---	:30	1	\$225.00	P 7	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	---1---					1	\$225.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	WAVE	10/27/16	10/27/16	LOC Late News Mon-SaComm LOC Late News Mon-Sat		11-1135pm	---1---	:30	1	\$225.00	P 7	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	---1---					1	\$225.00		0.00			
E 22	WAVE	10/27/16	10/27/16	WAVE 3 News 6-630pmComm WAVE 3 News 6-630pm		6-6:30pm	---1---	:30	1	\$440.00	P 4	0.00	NM	1	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	---1---					1	\$440.00		0.00			
E 23	WAVE	10/27/16	10/27/16	WAVE Sunrise III 6-7amComm WAVE Sunrsie III 6-7am		6-7am	---1---	:30	1	\$320.00	P 4	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	---1---					1	\$320.00		0.00			
E 24	WAVE	10/27/16	10/27/16	WAVE 3 @ 7 PM WAVE 3 @ 7 PM	Comm	M-F 6:58-7:27 PM	---1---	:30	1	\$390.00	P 4	0.00	NM	1	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	---1---					1	\$390.00		0.00			
E 25	WAVE	10/27/16	10/27/16	NET NBC Today Show NET NBC Today Show	Comm	7-9am	---1---	:30	1	\$320.00	P 4	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	---1---					1	\$320.00		0.00			
E 27	WAVE	10/27/16	10/27/16	NBC Today Show II 9-10amComm NBC Today Show II 9-10AM		9-10am	---1---	:30	1	\$115.00	P 4	0.00	NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	---1---					1	\$115.00		0.00			
E 28	WAVE	10/25/16	11/01/16	WAVE 3 Midday News 11a-12pComm WAVE 3 Midday11a-12p		11a-12p	-1-----	:30	1	\$125.00	P 4	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-1-----					1	\$125.00		0.00			
		Week: 10/31/16	11/06/16	-1-----					1	\$125.00		0.00			
E 29	WAVE	10/25/16	10/25/16	WAVE 3 News 6-630pmComm WAVE 3 News 6-630pm		6-6:30pm	-1-----	:30	1	\$440.00	P 4	0.00	NM	1	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-1-----					1	\$440.00		0.00			
E 30	WAVE	10/25/16	11/01/16	WAVE Sunrise III 6-7amComm WAVE Sunrsie III 6-7am		6-7am	-1-----	:30	1	\$320.00	P 4	0.00	NM	2	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-1-----					1	\$320.00		0.00			
		Week: 10/31/16	11/06/16	-1-----					1	\$320.00		0.00			
E 31	WAVE	10/25/16	11/01/16	NET NBC Today Show NET NBC Today Show	Comm	7-9am	-1-----	:30	1	\$320.00	P 4	0.00	NM	2	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-1-----					1	\$320.00		0.00			
		Week: 10/31/16	11/06/16	-1-----					1	\$320.00		0.00			
E 33	WAVE	10/26/16	10/26/16	LOC Late News Mon-SaComm LOC Late News Mon-Sat		11-1135pm	--1----	:30	1	\$225.00	P 7	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--1----					1	\$225.00		0.00			
E 34	WAVE	10/26/16	10/26/16	WAVE 3 News 530-6pmComm WAVE 3 News 530-6pm		530-6pm	--1----	:30	1	\$340.00	P 4	0.00	NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--1----					1	\$340.00		0.00			
E 36	WAVE	10/26/16	10/26/16	NET NBC Today Show NET NBC Today Show	Comm	7-9am	--1----	:30	1	\$320.00	P 4	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	--1----					1	\$320.00		0.00			
N 37	WAVE	10/29/16	10/29/16	WAVE Saturday SunriseComm WAVE Saturday Sunrise 6am		6-7am	-----S-	:30	2	\$45.00	P 4	0.00	NM	2	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----S-					2	\$45.00		0.00			

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Wave 3 TV, Louisville, Ky

Date:

9-13-16

I, STRATEGIC MEDIA PLACEMENT,

being/on behalf of: RAND PAUL FOR SENATE, a legally

qualified candidate of the REPUBLICAN political

party for the office of: KY SENATE

in the GENERAL

election to be held on: 11/8

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>See attached</i>					

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

RAND PAUL FOR SENATE

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

KEVIN BROGHAMER

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/13/16

Date

A-S

Signature

To Be Signed By Station Representative



Accepted



Accepted in Part



Rejected

Nina Ballinger
Signature

Nina Ballinger
Printed Name

NSA
Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, STRATEGIC MEDIA PLACEMENT

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does**

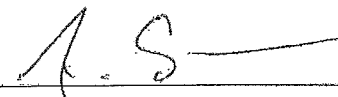
☒ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

ADAM SHAW

printed name

9/13/16

date